

Contract # 48873

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



American Rambler  
138 Conant Street  
Beverly, MA 01915

Schedule Dates 10/24/12-10/30/12  
Advertiser ROMNEY FOR PRESIDENT (1836)  
Agency American Rambler (2753)  
Product POLITICAL CANDIDATE (1051)  
Brand Political (7014)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 507  
CPE Local/Political Candidate Agency  
Account Types Standard  
Billing Type Standard  
Comments

Date Entered 10/22/12  
Last Modified 10/22/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$28,342.50  
Net Total \$160,607.50  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Oct. 2012 23 \$64,250.00  
Nov. 2012 75 \$124,700.00  
Grand Total: 98 \$188,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	6A- 6:30A (ET)	2	2							4	\$1,900.00	\$7,600.00	WHDH Boston (WHDH)		10/22/12
2.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	6:30A- 7A (ET)	2	2							4	\$1,900.00	\$7,600.00	WHDH Boston (WHDH)		10/22/12
3.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	7A- 8A (ET)	2	2							4	\$2,500.00	\$10,000.00	WHDH Boston (WHDH)		10/22/12
4.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	8A- 9A (ET)	3	2							5	\$2,500.00	\$12,500.00	WHDH Boston (WHDH)		10/22/12
5.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	9A- 10A (ET)	3	2							5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		10/22/12
6.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	10A- 11A (ET)	3	2							5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		10/22/12
7.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	11A- 12P (ET)	3	2							5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		10/22/12
8.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	12P- 1P (ET)	3	2							5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		10/22/12
9.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	2P- 3P (ET)				1	1	1			3	\$600.00	\$1,800.00	WHDH Boston (WHDH)		10/22/12
10.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	2P- 3P (ET)	1	1							2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		10/22/12
11.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	4P- 4:30P (ET)	2	2							4	\$1,500.00	\$6,000.00	WHDH Boston (WHDH)		10/22/12
12.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	4P- 4:30P (ET)				1	1	1			3	\$1,200.00	\$3,600.00	WHDH Boston (WHDH)		10/22/12
13.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	4:30P- 5P (ET)	2	2							4	\$1,750.00	\$7,000.00	WHDH Boston (WHDH)		10/22/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser

Date

Accepted-Station

Date

Comments

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

## Contract # 48873

### Schedule Dates

10/24/12-10/30/12

### Advertiser

ROMNEY FOR PRESIDENT (1836)

### Agency

American Rambler (2753)

### Product

POLITICAL CANDIDATE (1051)

### Brand

Political (7014)

### Salesperson

Shiebler, Charles (1011)

### Sales Office

WHDH

### Buyer Name

/

### Phone/Fax

507

### CPE

Local/Political Candidate Agency

### Account Types

Standard

### Billing Type

Comments

American Rambler  
138 Conant Street  
Beverly, MA 01915

Date Entered 10/22/12

Last Modified 10/22/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$28,342.50

Net Total \$160,607.50

Sales Tax

## WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Oct. 2012 23 \$64,250.00

Nov. 2012 75 \$124,700.00

Grand Total: 98 \$188,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	5P- 5:30P (ET)	2	2	2						4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		10/22/12
15.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	5:30P- 6P (ET)	2	2	2						4	\$2,200.00	\$8,800.00	WHDH Boston (WHDH)		10/22/12
16.0	Revised Line / SPOT	10/29/12-10/30/12	3	:30	6P- 6:30P (ET)	2	2	2						4	\$2,500.00	\$10,000.00	WHDH Boston (WHDH)		10/22/12
16.1	Normal Line / SPOT	10/29/12-10/30/12	3	:30	6P- 6:30P (ET)	2	2	2						4	\$2,200.00	\$4,400.00	WHDH Boston (WHDH)		10/22/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7P- 7:30P (ET)	2	2	2						2	\$2,400.00	\$4,800.00	WHDH Boston (WHDH)		10/22/12
18.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:30P- 8P (ET)	2	2	2						4	\$3,500.00	\$14,000.00	WHDH Boston (WHDH)		10/22/12
19.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	11P- 11:35P (ET)	2	2	2						4	\$500.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
20.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	5A- 5:30A (ET)	2	2	2						4	\$500.00	\$2,000.00	WHDH Boston (WHDH)		10/22/12
21.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	5:30A- 6A (ET)	2	2	2						4	\$200.00	\$800.00	WHDH Boston (WHDH)		10/22/12
22.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	6A- 7A (ET)						1			1	\$1,250.00	\$1,250.00	WHDH Boston (WHDH)		10/22/12
23.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7A- 8A (ET)						1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		10/22/12
24.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	8A- 9A (ET)						1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		10/22/12
25.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	9A- 10A (ET)						1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		10/22/12
26.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	10A- 11A (ET)						1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

## Contract # 48873

**Schedule Dates** 10/24/12-10/30/12  
**Advertiser** ROMNEY FOR PRESIDENT (1836)  
**Agency** American Rambler (2753)  
**Product** POLITICAL CANDIDATE (1051)  
**Brand** Political (7014)  
**Salesperson** Shiebler, Charles (1011)  
**Sales Office** WHDH  
**Buyer Name** /  
**Phone/Fax** 507  
**CPE** 507  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

American Rambler  
138 Conant Street  
Beverly, MA 01915

**Date Entered** 10/22/12  
**Last Modified** 10/22/12  
**Entered By** Charles Shiebler  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$28,342.50  
**Net Total** \$160,607.50  
**Sales Tax**

**WHDH Boston (WHDH)**

By Broadcast Month	Spots	Rate
Oct. 2012	23	\$64,250.00
Nov. 2012	75	\$124,700.00
<b>Grand Total:</b>	<b>98</b>	<b>\$188,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	7:30A- 8A (ET)	1							2	2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		10/22/12
28.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8A- 9A (ET)	1							2	2	\$1,400.00	\$2,800.00	WHDH Boston (WHDH)		10/22/12
29.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	9A- 10:30A (ET)	1							2	2	\$400.00	\$800.00	WHDH Boston (WHDH)		10/22/12
30.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	10:27A- Meet the Press	1							1	1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/22/12
31.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:58P- FOOTBALL NIGHT IN AMERICA	1							1	1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		10/22/12
32.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8:18P- NBC SUNDAY NIGHT FOOTBALL	1							2	2	\$20,000.00	\$40,000.00	WHDH Boston (WHDH)		10/22/12
33.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	11:30P- 7 News at 11 PM	1							2	2	\$1,600.00	\$3,200.00	WHDH Boston (WHDH)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.